

The Australian Businesswomen's Network is a dynamic organisation that provides business education for women across Australia and facilitates opportunities to network, learn and be inspired by role models and each other.

The Networker is the primary print communication tool to members and the wider business community and gives you the opportunity to promote your organisation and or service through two main methods – by advertising and/or by inserting a marketing piece with a mailing.

About The Networker

Publication: Quarterly

12 x A4 pages per issue

Circulation: 1,000

Deadlines for advertising

Deadlines for materials and advertising are as follows:

Issue Deadlines (2008)

April 17 March 2008

July 16 June 2008

October 15 September 2008

January '09 8 December 2008

Note: Each issue is released in the last week of the month prior to the issue date.

Advertising Rates*

Advertising in the body of *The Networker* gives you the opportunity to get your business and or service known not only to members but also to the thousands of women who attend our events, as the publication is made available at all events throughout the year. *The Networker* is also included in all information packs requested from the Australian Businesswomen's Network.

Size of Advertisement	Members	Non Members
Full page (190mm x 273mm) (175mm x 275mm)	\$500.00	\$750.00
1/2 page horizontal (175mm x 130mm)	\$300.00	\$500.00
1/2 page vertical (85mm x 275mm)	\$300.00	\$500.00
1/4 page (85mm x 130mm)	\$200.00	\$350.00

* All rates include GST

Hot tips for a great advertisement

- We recommend that all advertisements use a 1 point black border.
- The Networker is a two colour publication and as such is unable to print any other colours than black and PMS 321. Please limit the colours in your advertising to either of these two colours.
- You must ensure final art separates to these plates.
- Artwork needs to be provided either as a Quark 6.1 or below (Macintosh) file, an illustrator CS 11.0 file, or a Photoshop 8 file.
- Save files as EPS (with all fonts converted to paths), TIFF or JPG in the 2col format.
- All artwork needs to be saved at the highest setting of 300 dpi.
- A laser or colour print MUST accompany artwork supplied.
- All collected fonts and images are to be supplied with the original artwork.
- Artwork can be supplied on CD ROM or can be emailed if file size allows in Mac Format.
- Members in the field of graphic design may be able to assist with creating a professional ad for you. Look for them in the Online Member Directory
- If the artwork needs to be returned please indicate this when supplying the artwork. Please notify the address and contact details of whom the CD needs to be returned to.

Mail Insert Advertising Rates*

With a specified market of women in business you can't go wrong with inserting your promotional material into our mailings. *The Networker* is mailed on a quarterly basis. **Other mailings are sent to the membership base on a regular basis.** Regular mailings are in quantities of up to 500 pieces. To send more than 500 pieces, please contact our office before issuing payment to ensure that the timing of the distribution suits your needs. All materials should be delivered pre-folded to fit into a DL sized envelope unless prior arrangements have been made with ABN.

No. of units	Set up fee (\$)	Members cost per item (\$)	Non-members cost per item (\$)
Up to 500 units	\$50.00	50c per unit	70c per unit
Note: For mailings of more than 500 units, please contact our office before issuing payment.			
501 - 1000	\$100.00	50c per unit	70c per unit
1000+	\$150.00	50c per unit	70c per unit

* All rates include GST.

Display Stand and Show Bag Opportunities

The Australian Businesswomen's Network presents events across Australia and opportunities are available to promote your business by exhibiting a display stand or inserting material into a show bag. Complete the form attached if this interests you and you will receive information when details are available.

Reserve Your Advertising Space and/or Mailing Insert

Should you have any further questions please feel free to contact the Australian Businesswomen's Network on 1300 720 120 to further clarify any queries. To take advantage of any of these advertising opportunities please complete the attached form and fax or send to the office.



Advertising Fact Sheet

Please print this page and return with payment and sample ad

Advertising Booking Form

Name			
Company			
Address			Postcode
	Is this a <input type="checkbox"/> business or <input type="checkbox"/> residential address?		
Phone (Business)			
Fax			

Advertisement

Qty	Size	Members	Non Members
	Full page (190mm x 273mm)	\$500.00	\$750.00
	1/2 page horizontal (190mm x 120mm)	\$300.00	\$500.00
	1/2 page vertical (60mm x 273mm)	\$300.00	\$500.00
	1/4 page (120mm x 91mm)	\$200.00	\$350.00

2008 Issues of *The Networker*: April July October January 09

Mailing Insert

Qty. Required	No. of units	Set up fee (\$)	Members cost	Non-members
	Up to 500 units	\$50.00	45c per unit	65c per unit
Note: For mailings of more than 500 units, please contact our office before issuing payment.				
	501 - 1000	\$100.00	45c per unit	65c per unit
	1000+	\$150.00	45c per unit	65c per unit

Please insert in the following issue of *The Networker*:

April July October January 09

Please mail WITH ANOTHER mailing. My preferred mailing date is between:

_____ and _____ (please indicate a date range)

City (inserts only): NSW VIC QLD Other

Payment details:

I enclose a cheque (payable to Australian Businesswomen's Network) for \$

Please charge my credit card \$_____ Visa M/Card Diners Amex

Card Number _____ Expiry Date _____

CCV Security No. _____ Signature _____

Note: Please enclose copy of advertisement and/or insert with your payment

<input type="checkbox"/> Yes, I would like to receive more information about exhibiting with a display stand and/or inserting information into a show bag at events throughout the year

Return with payment to: Australian Businesswomen's Network, PO Box 122, Rosebery
NSW 1445 Phone: 1300 720 120 Fax: 1300 720 121